



## Noted Colombian superstar Carlos Vives will perform in Aruba!

On Saturday, November 12, Carlos Vives, Colombian superstar and internationally renowned, will grace the stage of the Don Elias Mansur Ballpark. This exciting Mega event is being brought to Aruba by Alfonso Buendia of Quality Promotions, with the cooperation of Solo di Pueblo newspaper, Radio stations Top FM 95, and Rumba 91 FM; Romar Trading, distributors of Old Barr, Budweiser, Toyota, the Aruba Wyndham Resort, Casino & Spa, and the Choose-A-Name nightclub.

In 1993 Carlos Vives changed the Colombian and Latin music panorama. He did it with an album titled CLÁSICOS DE LA PROVINCIA. It featured *vallenato*, the accordion - and percussion-rooted dance music that percolates in Colombia's Caribbean provinces.; Carlos grew up with these festive songs, which have been passed down from generation to generation and recorded by dozens of artists.

Carlos Vives went further, fusing elements of both modern and indigenous Colombia into his music; very much influenced by the city of Santa Marta, a diverse Caribbean coastal city founded in 1525, where he lived until he was twelve. Santa Marta belongs to a region historically known as New Andalusia and is influenced by a certain kinship with Caribbean islands such as Cuba and the larger Colombian coastal city of Barranquilla. Santa Marta is known for its location on the banks and at the mouth of the great Magdalena River, which, with its *mestizo* tradition has been the focal point of the city's annual Carnival.

To the east is the grand La Guajira desert, an area long visited by Carlos' family and populated by the nomadic Wayúu peoples, for whom Carlos has always maintained great affection and respect. To the south is the progressive city of Valledupar and the Padilla provinces, but between Santa Marta and Valledupar are Colombia's Sierra Nevada mountains, the largest coastal mountain range in the world, comparable in altitude only to the Himalayas. The Sierra Nevadas are home to the Ikas and the Koguis, Native American tribes that have made great contributions to popular Colombian music. Although he started out as a singer of ballads, only some of which still sound good today, he was already searching for a new sound that would make "commercial music more authentic, more real."

Carlos Vives united with the Bogotá rock band Distrito Especial, comprised of Bernardo Velasco on guitar, Carlos Iván Medina on keyboards and Einar Escaf on drums. Through them, Carlos found an open door to the small universe of "local music."

In the last 10 years he has enjoyed great success not only for his musical fusions but also for being one of the most charismatic and affectionate artists with the press and the public. Considered by music critics far more substantive than a pretty boy, his attractiveness has made him popular with female fans and his earlier turn as a soap-opera star undeniably added to his popularity.

Vives's latest release, EL ROCK DE MI PUEBLO, is considered by critics to be an album of impeccable quality in all its aspects – starting with the concept and the graphic design, and continuing through each song. He "shows his maturity as a composer, writing all the songs on the album. He has a flair for simple but deep lyrics and stories that avoid melodrama and pretentiousness, in sum; they are songs that once again demonstrate the artist's commitment to his country and his people. "

Tickets for this exciting event are now on sale at Valero stations in Santa Cruz, Essoville, Palm Beach, on the Boulevard, and Ponton. Tickets can also be purchase at CD & More music shop in Oranjestad, and at Club Choose-A-Name. Tickets will be sold in three categories: General, VIP, and VIP Exclusive. The VIP Exclusive section is limited to only eighteen tables, and tickets cost \$100 per seat or \$1000 per table, with each table will receive a bottle of Grand Old Parr whisky gratis. The VIP sections is very limited and tickets sell for 100 Arubian Florins per seat with waiter service for beverages from the bar.

The cost of General Admission is 50 florins per person, and tickets are expected to sell out fast for this rare opportunity to see this internationally recognized performer in Aruba. His Como Tu" - is holding strong on MTV at number six with forty-seven plays last week. Ringo Kelly of Aruba is the local liason for this production, and working closely with Carlos Vives's people to see that the highest level of technical quality is delivered to concert attendees. This promises to be one of the islands greatest concerts to date!

